

ABSTRAK

Persaingan industri clothing dewasa ini semakin kompetitif untuk mendapatkan konsumen. CV. Seephyfour Creashindo Pratama mempunyai strategi-strategi tertentu dalam menghadapi ketatnya persaingan antar perusahaan clothing. Persaingan yang terjadi dalam hal apapun, baik program promosi, iklan, dan jenis minuman untuk menarik perhatian konsumen. Tujuan penelitian ini yaitu untuk mengetahui berbagai strategi komunikasi pemasaran CV. Seephyfour Creashindo Pratama untuk menarik konsumen. Upaya-upaya yang dilakukan CV. Seephyfour Creashindo Pratama dalam menghadapi persaingan antar perusahaan clothing yang mempunyai kompetitor, faktor penentu keberhasilannya dalam menarik konsumen, dan hambatan-hambatan yang dialami dalam menerapkan strategi tersebut. Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif. Adapun objek penelitian adalah divisi *Marketing*, dan humas CV. Seephyfour Creashindo Pratama dalam merencanakan, menjalankan, dan mengevaluasi strategi komunikasi pemasarannya. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan secara deskriptif, untuk memberikan deskripsi mengenai subjek penelitian yaitu mengenai perencanaan, pengimplementasian, dan pengevaluasian strategi komunikasi pemasaran divisi *Marketing* dan humas CV. Seephyfour Creashindo Pratama. Sedangkan untuk menjangkau publiknya, strategi pemasaran CV. Seephyfour Creashindo Pratama melalui lima saluran utama bauran promosi yang meliputi iklan, penjualan tatap muka, promosi penjualan, hubungan masyarakat dan publisitas, serta pemasaran langsung. Target pasar dari CV. Seephyfour Creashindo Pratama adalah siswa SMP dan SMA. Strategi komunikasi pemasaran yang dilakukan CV. Seephyfour Creashindo Pratama saat ini sudah cukup efisien. Hal tersebut dibuktikan naiknya jumlah permintaan konsumen dari tahun ke tahun.

ABSTRACT

Competition among clothing industries lately is much more competitive in effort to gain consumers. CV. Seephyfour Creashindo Pratama has its own certain strategies in facing the tight competition among the companies. Any competition either in the form of promotion, advertising, and kinds of the drink to attract consumer's attention. Aim of this research is to know any communication strategies for the trading activities of CV. Seephyfour Creashindo Pratama in order to attract the consumer's attention. Any efforts done by this company in facing the competition among its competitors, the determination factors of this company in attracting the consumers, and any obstacles that appear for applying the strategies. This research was using a descriptive research method within a qualitative approach. Research objects were Marketing and Human Relationship Division of CV. Seephyfour Creashindo Pratama in planning, actuating, and evaluating its trading communication strategies. Data collecting technique was done by using interviews, observation and documentation. Data analysis was done descriptively in order to give the description about research subject including in it are planning, implementation, and evaluation on the trading communication strategy of Marketing and Human Relationship Division of CV. Seephyfour Creashindo Pratama. To reach its public, trading strategy of this CV. Seephyfour Creashindo Pratama is done through five major mixed channels those are advertising, face to face trading, trading promotion, public relation and publicity, and also direct trading. Market target for CV. Seephyfour Creashindo Pratama is all teenagers in the age of junior and senior high school. Trading communication strategy of CV. Seephyfour Creashindo Pratama so far has been quite efficient. This is proven by the raise number of the consumers' demand from year to year.